Pokémon- some interesting facts & statistics

- **277 million**
  - Nintendo has sold more than 277 million *Pokémon* games to date, over 21.5 billion trading cards in 10 languages, and made 17 feature films over the last 20 years. Time will tell how *Pokémon Go* matches up to those numbers.

- **$9 billion**
  - The stock market likes *Pokémon Go* too. Since Wednesday 6th July, Nintendo stocks are up. Nintendo has seen more than $9bn (£6.9bn) added to the company's market value as investors see the huge potential of the game.

- **362 per cent**
  - Spotify streams of the *Pokémon* Theme "Gotta Catch 'Em All" have increased 362 percent globally in the past week following the enormous success of *Pokémon Go*. Overall streams of *Pokémon* songs on Spotify have more than tripled.

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- **$57.65 billion**
  - *Pokémon* sales and licences alone have resulted in Nintendo earning a whopping $57.65 billion in revenue as of 2015.
- **Pikachu means 'electricity mouse'**
  - 'Pika' is the Japanese *onomatopoeia* (see your English teacher) for the noise when electricity crackles and sparkles; 'Chu' is how the Japanese describe the sound a mouse makes. That's the way the name 'Pikachu' was created.
- **Pokémon…**
  - …is a contraction of 'pocket monster'. (Do+Not = Don't; Pocket+Monster = Pokémon! Simple!)

Pokémon- some **<u>concerning</u>** facts & statistics

- **£79.99**
  - That's the price of 14,500 PokeCoins in *Pokémon Go* in the UK. It's the most expensive in-app purchase you can get. Coins buy you accessories and things in the game, but sadly cost real money if you want to spend immediately. If you are patient, you can save PokeCoins by playing the game.
- **4 suspects, 11 victims**
  - Four criminals in Missouri, USA, allegedly used *Pokémon Go* to lure at least 11 users into a trap. The suspects set locations on the app where players could find wild *Pokémon*. They then mugged them when they arrived at the location, stealing phones and personal belongings. The criminals are said to have admitted to using the app as part of their criminal actions.

Pokémon- we're not saying don't play it... we're saying, **<u>please please please</u>**, play it safely. Some guidelines from the NSPCC about the risks:

- **There are loads of good things about the game, and there's a reason it's become so popular, but it's important to consider the risks involved:**

- **Meeting people you don't know face-to-face**
The game is designed to bring people together. Usually strangers. So you never know who you might meet. Never play it on your own or stay out too late. Tell your parents where you are.

- **There's a physical risk**
It's easy to forget to look where you're going with this game, but you need to be careful of where you end up. There are already stories of people being lured to places that aren't safe. Some *Pokémon* can also be found on busy roads. Be aware of your surroundings; look up!

- **It can cost a lot of money**
There are in-app purchases and other incentives which can cost up to £79.99 (14,500 Pokécoins). Make sure the app's set up **<u>without</u>** payment options.

- **Access to personal data**
Pokémon Go asks for personal information like your birth date and email address, which you are asked to enter or receive through social media accounts. Your parents have the right to contact the creators to stop them from using your personal information.

For more information regarding Pokémon Go please visit the NSPCC website which has clear safety guidance (and explanations of how the game is played):

https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/pokemon-go-parents-guide/